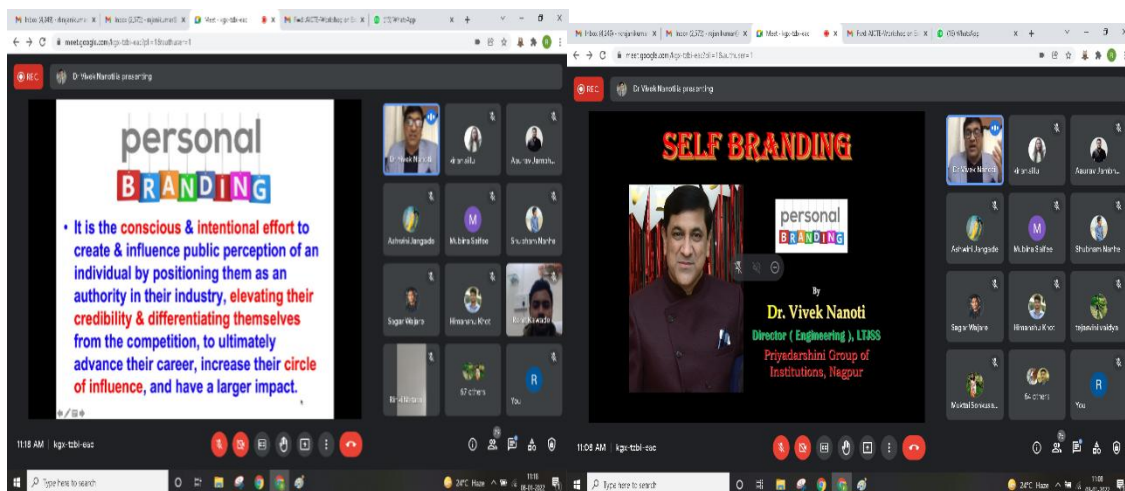


Green Heaven Institute of Management and Research, Nagpur

Guest lecture on “Self branding”- a Report

8th January 2022

In today's highly connected world, managing one's brand is more important than ever. It can be understood as a form of marketing that an individual uses to create a uniform public image that demonstrates his or her values and overall reputation. Hence, to inculcate this among students, a Guest Lecture on “Self Branding” was organized by Green Heaven Institute of Management and Research, Nagpur. The Guest speaker, Dr. Vivek Nanoti, Principal, Priyadarshini Institute of Engineering and Technology and Senate Member, RTM Nagpur University put forth that being good is not enough but it is important for one to tell this to the world. Speaking about the elements of personal branding, Sir stressed upon the importance of taking care of one's appearance through proper dressing, improving upon one's communication styles, knowledge, skills and abilities. Dr. Nanoti advised students to work towards self-branding as it would elevate their credibility and also enable them to differentiate themselves from their competitors to advance their career and also increase their circle of influence and have a larger impact. Speaking about the process of Self Branding, the guest speaker suggested the students to do a SWOT analysis of themselves by listing out all the strengths, work on weaknesses, find opportunities and understand threats. Director, Dr. Anil Sharma appreciated the program and declared that the Institute will continue to conduct similar programs for benefit of students. The program was coordinated by Dr. Rajani Kumar and Mr. Robin Ukey. Dr. Mubina Saifee proposed the vote of thanks.



Meeting ID: 184-443-154-1184

Dr. Vivek Narolia presenting

I Post on following Social Media

1. FB Account
2. FB Account 2nd
3. FB Story
4. FB Story 2nd
5. FB Page official
6. WhatsApp Status
7. Instagram Post
8. Instagram Story
9. LinkedIn post
10. LinkedIn Stories
11. YouTube Post
12. YouTube video

To post some thing on 12 media requires hardly 12 mins

10:55 AM | lqg-ctbl-esc

Meeting ID: 184-443-154-1184

Dr. Vivek Narolia presenting

BE A BRAND

Elements of a Personal Brand:

- Physical Appearance
- Areas of Knowledge
- Communication Styles
- How You Dress
- Skills and Abilities
- Behaviors

11:31 AM | lqg-ctbl-esc

Meeting ID: 184-443-154-1184

Dr. Vivek Narolia presenting

Interdisciplinary Research - need of an hour

Our Current Research Projects

- With Baidyanath (on Suvarna Bhasma - positive steroid)
- With NIMH, WCL & CIIMS (on Black Lung disease of Miners)
- With M & M - (Waste Paint disposal treatment)
- New Nano Materials for Cancer treatment (Hyperthermia)
- New Material for EMI Absorber

In ICS discussions are on for developing new software

11:47 AM | lqg-ctbl-esc